

BURLINGAME PLAZA

Transportation Demand Management Plan

September 16, 2019



Burlingame Prime Plaza

TRANSPORTATION DEMAND MANAGEMENT PLAN



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September 16, 2019

TABLE OF CONTENTS

TRANSPORTATION MANAGEMENT PLAN EXECUTIVE SUMMARY	i
1.0 INTRODUCTION AND PURPOSE	1
2.0 GENERAL TRANSPORTATION MANAGEMENT PLANNING DEFINITION	1
Rideshare and TDM Program Benefits.....	2
3.0 PROJECT DESCRIPTION	2
Prime Plaza Location Map.....	3
SECTION I – EXISTING TRANSPORTATION CONDITIONS.....	5
4.0 TRANSIT INFRASTRUCTURE	5
Public Transportation Access.....	5
Walking Route to Millbrae BART/Caltrain Station.....	5
SamTrans Transit System Map	6
Transit Resources	7
5.0 BICYCLE AND PEDESTRIAN INFRASTRUCTURE.....	8
Pedestrian Connections	8
Bicycle Connections and On-street Routes	8
City of Burlingame Bike Map	9
San Mateo County Bike Map	10
SECTION II – TDM INFRASTRUCTURE AND PHYSICAL MEASURES: RESIDENTIAL.....	11
6.0 PARKING MANAGEMENT	11
Reduced Parking	11
Unbundled Parking.....	11
Parking Space for Carshare Vehicle	12
Electric Vehicle (EV) Plug-in Charging Stations.....	12
7.0 BICYCLE AND PEDESTRIAN AMENITIES	12
On-site Bicycle Pathways and Wayfinding Signs	12
Bicycle Parking	12
Bicycle Parking – Long-term (Class I)	12
Bicycle Parking – Short-Term (Class II).....	13
Prime Plaza Bikeshare Program.....	13
On-Bicycle Fixit Station for Residents	13
Enhanced Pedestrian Pathways.....	14
8.0 SUPPORTING ON-SITE AMENITIES	15
Transportation Kiosk	15
TransitScreen	15
On-site Project Amenities.....	16
Nearby Amenities.....	17
SECTION III – PROGRAMMATIC TDM MEASURES AND RESOURCES: RESIDENTIAL.....	18
9.0 TRANSIT RESOURCES	18
Transit Subsidy Credits	18
Transit Trip Planning	18
10.0 COMMUTE PROGRAM MANAGEMENT AND RESIDENT OUTREACH	19
Transportation Coordinator /Resident Marketing and Outreach	19

New Resident Transportation Survey	20
New Resident Transportation and Commute Flyer	20
Resident Lease Language	21
Project Commute Website and Resources.....	22
Mock Social Media Webpage	22
11.0 RIDE-MATCHING RESOURCES	23
Regional Rideshare Program	23
Carpool Advantages for Residents.....	23
Other Ridematching Resources	24
Ridematching Events.....	25
12.0 COMMUTER PROMOTIONAL PROGRAMS.....	26
Spare the Air Transportation Fair	26
Transportation Promotions	27
13.0 BICYCLE RESOURCES.....	27
14.0 OTHER TDM MANAGEMENT STRATEGIES.....	29
Early Access Rental Promotions for Nearby Employees	29
Sample List of Nearby Employment Sites.....	29
15.0 TMA PARTICIPATION	30
Transportation Management Association.....	30
Commute.org Residential Resources	31
Guaranteed Ride Home Program	33
SECTION V – MONITORING AND REPORTING	34
16.0 MONITORING AND REPORTING.....	34
Annual Prime Plaza Commute Survey.....	34
Annual Commute Summary Report.....	34
Peak-Hour Trip Reduction Accounting.....	35
No Expiration of TDM Document or Programs.....	37
Penalty for Noncompliance	37
17.0 CONCLUSION	38

ATTACHMENT

- Table of Programmatic Measures
- SamTrans Route 46 Map
- SamTrans Route 397 Map
- SamTrans Route ECR Map
- North Burlingame BART/Caltrain Shuttle Map

TDM Specialists, Inc. Qualifications

TRANSPORTATION MANAGEMENT PLAN EXECUTIVE SUMMARY

The Burlingame Prime Plaza Transportation Demand Management (TDM) Plan was developed to meet the specific needs of the project, considering the logistical resources, challenges, and opportunities of the site. The TDM measures provided in this plan identify elements and actions that commit the applicant to their implementation.

The construction of TDM infrastructure and the implementation of resident programs will increase opportunities for pedestrian, bicycle, carpool, vanpool, and transit uses. This TDM Plan is designed to reduce single-occupancy vehicle trips associated with the project in compliance with the TDM strategies outlined in the North Burlingame Mixed-Use Zone.

A core goal of the North Burlingame MU Zone is to “take advantage of the adjacent multimodal transit center.”

This TDM Plan incorporates specific measures and strategies to reduce vehicle trips generated by residents by 25 percent during peak AM and PM hours.

Minimizing traffic congestion and air pollution are critical concerns in maintaining a healthy quality of life and economy for the City of Burlingame and its residents. Traffic congestion results in time lost to residents and commuters, as well as increased demand for City fiscal resources for roadway construction and maintenance. According to the U.S. Environmental Protection Agency, “mobile sources account for more than half of all the air pollution in the United States. The primary mobile source of air pollution is the automobile. . . . [T]oday’s motor vehicles are still responsible for up to half of all the emissions released into the air.”¹

The Prime Plaza TDM Plan describes mitigation measures that enhance its commuter-friendly location and creates guidelines for a residential commute program. Other contributing and complementary sustainable building efforts include applicable portions of California’s Green Building standards.

The plan includes TDM measures developed explicitly for this residential project. These include but are not limited to; transit subsidies credits, secure bicycle parking, bicycle repair lounges, on-site bike share program (community bikes), commuter kiosks, and designated parking for a carshare vehicle. The project’s trip

California Green Building Standards

The 2010 California Green Building Standards Code is Part 11 of the California Building Standards Code in Title 24 of the California Code of Regulations. Part 11 is also known as the CALGreen Code.

¹ <http://www.epa.gov/apti/course422/ap3a.html>

reduction activities and transportation mode-use rate will be monitored annually, with the first resident commute survey to be conducted one year after occupancy of the project.

The TDM Plan addresses commuter trips associated with a residential project and contains appropriate measures and elements that are consistent with other residential commute programs. The primary transportation mode-use strategies included in the document include the following five sections:

- I. Existing Transportation Conditions
- II. TDM Infrastructure and Physical Measures
- III. Programmatic Commuter Measures
- IV. Monitoring and Reporting

The Prime Plaza residential project proposes to include the following elements in its TDM Program.

Bicycle Measures

- Secure bicycle parking spaces for apartment residents (Class I)
- Guest bicycle parking spaces (Class II)
- Bike Fixit repair station
- Bicycle pathways and wayfinding signage throughout the project
- Burlingame Bikeshare program (conceptual)

Carpool/Car Share Measures

- Support City parking space for a nearby car-sharing vehicle
- Commuter apps and online resources for carpool matching
- Ridematching events
- \$100 Carpool incentive via Commute.org

Electric Vehicle Measures

- Electric vehicle charging infrastructure

On-site Supporting Amenities

- Transportation and commuter kiosk at the clubhouse
- Business center and conference room for remote work resources
- On-site and nearby amenities (fitness center, swimming pool, club room, public plaza area, restaurants, convenience shopping, grocery)

Other TDM Measures

- Transit pass reimbursement credits for residents
- Early rental campaign to nearby offices/employment sites
- Unbundled parking
- Prime Plaza Transportation Coordinator – TDM program manager
- New resident transportation information flyer
- Periodic transportation/commuter events or promotions (e.g., Bike to Work Day or Spare the Air days)
- Annual resident commuter survey

Access to Transit

- Within walking distance (0.20 mile) to SamTrans Routes 397 and ECR
- Within walking (0.30 mile) distance of Millbrae BART/Caltrain Station
- Within walking distance (0.40 mile) to SamTrans Routes 46

The details of all TDM measures are described more fully in the following body of this report.



1.0 INTRODUCTION AND PURPOSE

The comprehensive plan of commute options and on-site measures (identified in this report) are essential to realizing the trip reduction benefits of the project as required by the North Burlingame Mixed-Use Zone. These factors will provide the momentum to achieve the desired parking reduction and corresponding trip reduction needs for this project.

The Prime Plaza TDM Plan incorporates an abundance of trip reduction strategies to meet the City's requirements and to reduce traffic impacts and maximize mobility options for residents. The applicant has included transit, bicycle, pedestrian, and rideshare incentives to promote alternative transportation modes for project residents.

The North Burlingame Mixed-Use Zone includes the following TDM requirement that applies to this project:

Parking Reductions for Transportation Demand Management (TDM) Plan.
Projects utilizing a Transportation Demand Management (TDM) Plan per Section 25.40.030.B.4.h. shall be allowed up to 20 percent reduction in required off-street vehicle parking (not including bicycle parking and EV stalls), provided the project provides for a permanent mobility mode shift towards alternative transportation of 25 percent or greater for building occupants through the TDM program.

The project will include a focused strategy to promote transit by offering a monthly transit subsidy credit (via reimbursement) for residents. For the first three years after initial project occupancy, residents will be offered a \$25 monthly transit subsidy credit (up to \$300 per year via reimbursement upon proof of purchase) during their first year of residency. The resident transit credit is a one-year incentive.

2.0 GENERAL TRANSPORTATION MANAGEMENT PLANNING DEFINITION

TDM is a combination of services, incentives, facilities, and actions that reduce single-occupant vehicle (SOV) trips to help relieve traffic congestion, parking demand, and air pollution problems. The following fundamental goals can be achieved through the effective utilization of a trip reduction program with the use of TDM measures:

- *Reduce parking demand by converting SOV trips to an alternate mode of transportation (e.g., transit, carpool or vanpool, bicycling or walking).*
- *Shift travel to less congested facilities by providing traveler information systems that warn motorists about delays or alternative routes.*

- *Support other technological solutions (e.g., compressed natural gas, electric/hybrid vehicles or other zero-emission vehicles).*
- *Eliminate or shift trips from peak periods (e.g., flexible schedules, compressed workweeks, or telecommuting).*

Current economics and limited resources affect the ability to build and maintain more roads or parking structures. This reality necessitates the better utilization of the existing transportation infrastructure (similar to adding a second shift at an existing manufacturing plant). To that end, TDM measures support the transition to better use of existing alternative transportation options.

Rideshare and TDM Program Benefits

Commuters can experience stress and frustration long before their workday officially begins. The transportation choices afforded by the project will improve the commuter experience and local communities and business environments by decreasing both traffic congestion and GHG emissions.

3.0 PROJECT DESCRIPTION

The Prime Plaza site is bounded by California Drive, Murchison Drive, and El Camino Real. The Prime Plaza development will include one new building and provide a total of 169 apartments. Dwellings will be within an easy walk or bike ride to nearby employment sites, transit access, dining, shopping, and recreation. The concept includes extensive common area amenities for residents to enjoy, such as meeting rooms, business center, BBQ area, pool, fitness center, exercise studio, and bicycle repair tools.

The plan focuses on diminishing the intensity of the parking by spreading it out across the site to maximize convenience for residents and buffer the impact of cars in the development. It provides direct access parking to units through underground garages.

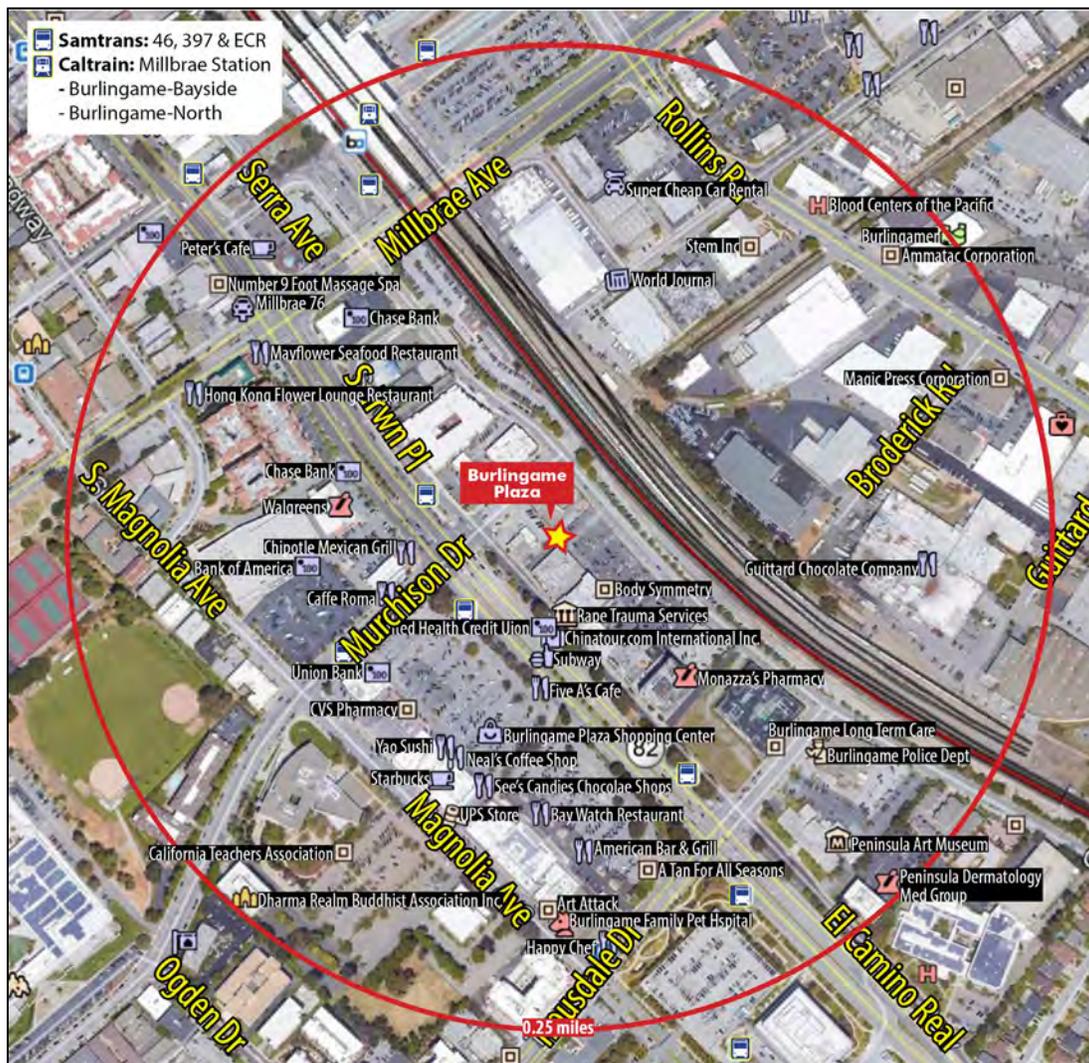
The Prime Plaza project incorporates components to reduce vehicle trips and promote alternative modes of transportation. A mixed of nearby land uses increase mobility choices, and residents have opportunities to conduct personal business (eating lunch, shopping, working out, etc.) as well as providing a better job/housing balance without the need for a vehicle. The Prime Plaza project creates a real smart growth, transit-oriented, urban housing environment supportive of walking and bicycling.

Potential residents and new occupants will be given information about alternative transportation and commute options at the time of occupancy. Before and at occupancy is a critical juncture at which to educate people about the benefits of alternative transportation. They may be more

receptive to this information as their commute patterns will already have changed after the relocation. New occupants will be offered a \$25 monthly transit subsidy during their first year of occupancy. The project will offer first-year resident monthly transit subsidies for the first three years of the project. Occupancy is anticipated to begin in the year 2021.

Shown below is a location map of the Prime Plaza project.

Prime Plaza Location Map



The Prime Plaza TDM Plan is designed to address commuter trips associated with a residential project. The plan contains appropriate measures and elements that are consistent with other

residential commute programs. The primary transportation mode-use strategies included in the document include the following five sections:

- I. Existing Transportation Conditions
- II. TDM Infrastructure and Physical Measures
- III. Programmatic Commuter Measures
- IV. Monitoring and Reporting

SECTION I – EXISTING TRANSPORTATION CONDITIONS

4.0 TRANSIT INFRASTRUCTURE

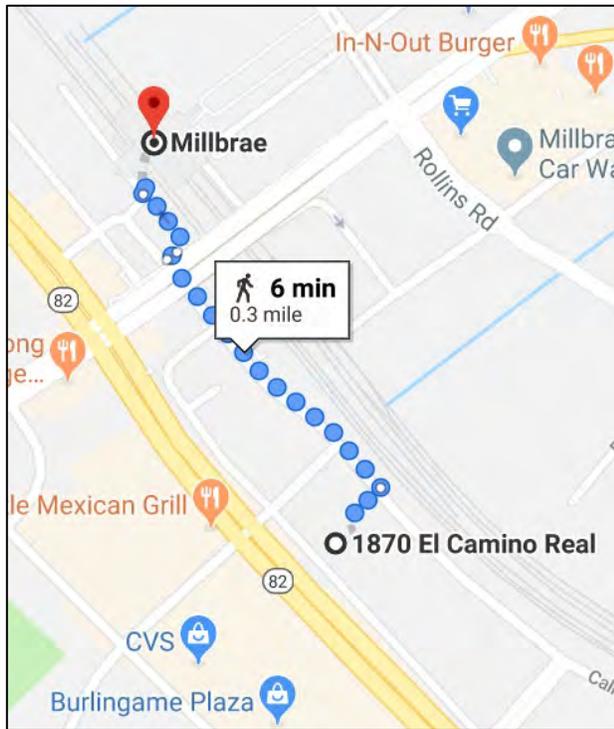
An advantage of this project is its proximity to SamTrans buses and Caltrain services. Located within a six-minute walk (less than one-third mile distance) is the Millbrae BART/Caltrain Station. Provided on page 7 is a listing of transit resources available to future residents.

Public Transportation Access

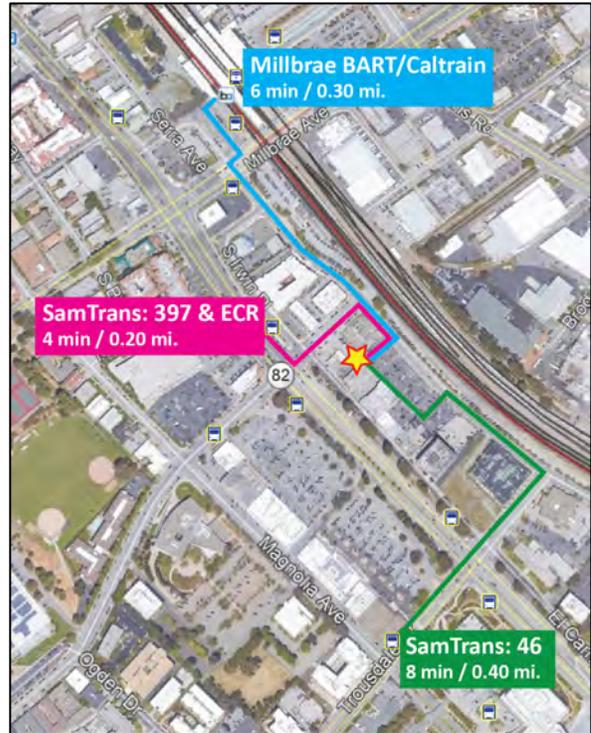
In total, 443 bus or shuttle drop-off and pick-up locations are conveniently located very near the project. Safe, convenient, and well-lit pedestrian paths will be provided, utilizing the most direct route to the nearest transit stop from the project. The Millbrae BART/Caltrain Station is also within a walkable/bikeable distance of one-third mile.

Provided on page 6 is a SamTrans system map. Provided as an attachment are transit maps for SamTrans bus route 46, 397 and ECR as well as the North Burlingame BART/ Caltrain.

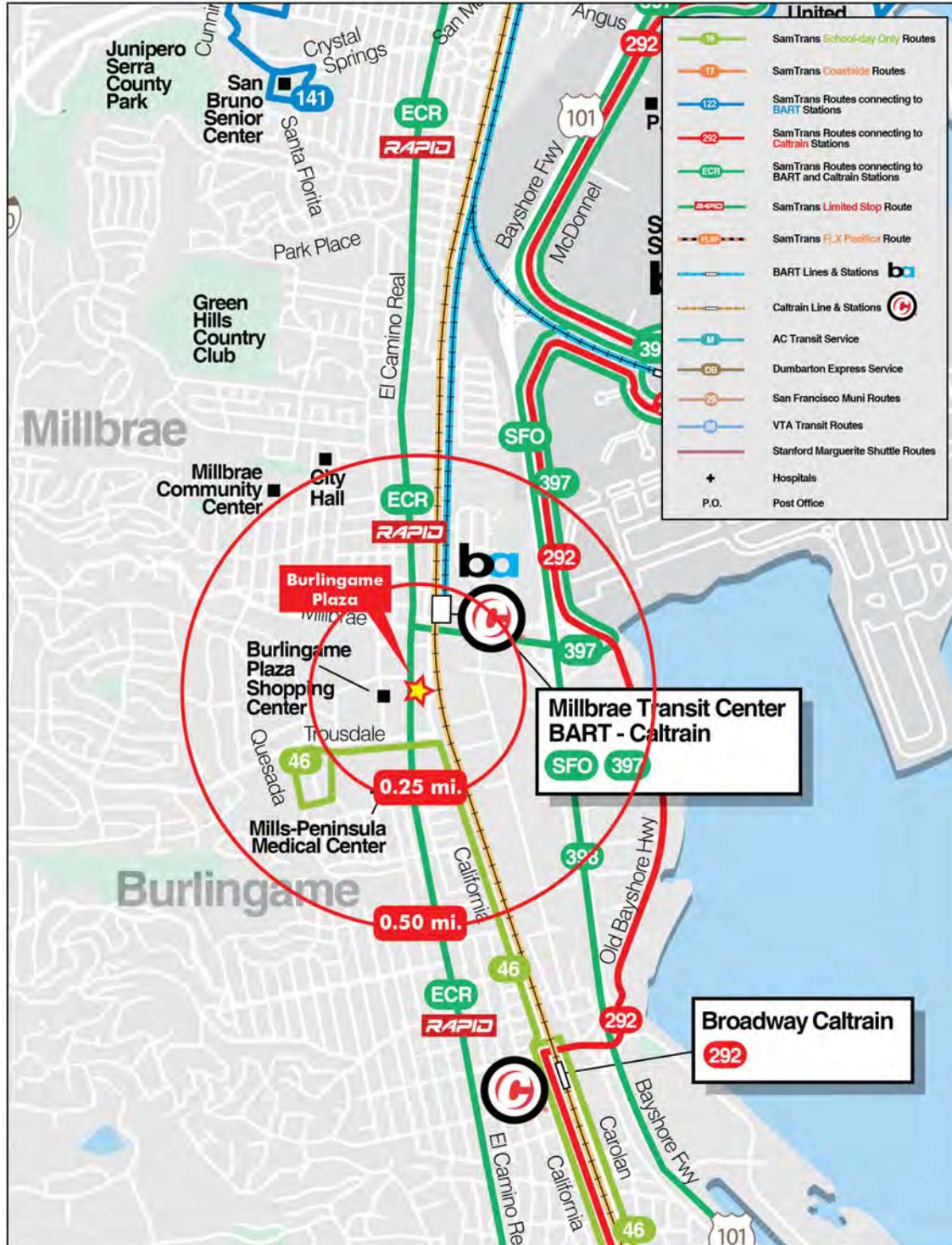
Walking Route to Millbrae BART/Caltrain Station



Walking Route to Transit



SamTrans Transit System Map



Transit Resources

Route	Span of Service	Trips per Weekday	Communities Served
46 Samtrans	5 Days/Week School-day Only 7:55 a.m. - 3:15 p.m.	6	California/Broadway, California/North Lane, Arundel/Howard, Carolan at 1060, and Burlingame School (Trousdale/Magnolia)
397 Samtrans	7 Days/Week 1:45 a.m. - 5:14 a.m.	7	Palo Alto Transit Center , Bay/University, Middlefield/5th, Redwood City Transit Center , El Camino/ Hillsdale, El Camino/Burlingame, El Camino/ Murchison , Millbrae Transit Center , SF Airport Courtyard A, Airport/Baden, Bayshore/Old County, 11th/Market, Mission/1st, and Folsom/ Beale
ECR Samtrans	7 Days/Week 4:40 a.m. - 1:24 a.m.	120	Palo Alto Transit Center , Redwood City Transit Center , El Camino/ San Carlos, El Camino/ Hillsdale, El Camino/5th, El Camino/ Murchison , El Camino/Linden, SFO Airport Courtyard A, Millbrae Transit Center , El Camino/McLellan, Colma BART , Mission/Wellington, and Daly City BART
North Burlingame BART/Caltrain	7 Days/Week 6:17 a.m. - 6:05 p.m.	31	Millbrae Transit Center , Mills-Peninsula Health Services, Adeline & Balboa, Adeline & Bernal, and Sisters of Mercy (Adeline & Hoover)
BART	7 days/week 8:11 a.m. - 1:09 a.m.	198	12th St. Oakland City Center, 16th St. Mission (SF), 19th St. Oakland, 24th St. Mission (SF), Antioch, Ashby (Berkeley), Balboa Park (SF), Bay Fair (San Leandro), Castro Valley, Civic Center/UN Plaza, Coliseum, Colma, Concord, Daly City, Downtown Berkeley, Dublin/Pleasanton, El Cerrito del Norte, El Cerrito Plaza, Embarcadero (SF), Fremont, Fruitvale (Oakland), Glen Park (SF), Hayward, Lafayette, Lake Merritt (Oakland), MacArthur (Oakland), Millbrae , Montgomery St. (SF), North Berkeley, North Concord/ Matinez, Oakland International Airport, Orinda, Pittsburg/Bay Point, Pittsburg Center, Pleasant Hill/Contra Costa Centre, Powell St. (SF), Richmond, Rockridge (Oakland), San Bruno, San Francisco International Airport, San Leandro, South Hayward, South San Francisco, Union City, Walnut Creek, Warm Springs/South Fremont, West Dublin/Pleasanton, and West Oakland
Caltrain	7 days/week 5:36 a.m. - 12:33 a.m.	81	Gilroy, San Martin, Morgan Hill, Blossom Hill, Capitol, Tamien, San Jose Diridon, College Park, Santa Clara, Lawrence, Sunnyvale, Mountain View, San Antonio, California Avenue, Stanford (football only), Palo Alto, Menlo Park, Atherton (weekend only), Redwood City, San Carlos, Belmont, Hillsdale, Hayward Park, San Mateo, Burlingame, Broadway (weekend only), Millbrae Transit Center , San Bruno, South San Francisco, Bayshore, 22nd Street, and San Francisco
Total Bus Trips/Weekday		443	

* All buses and trains are lift equipped for handicapped, elderly, or those in need.

5.0 BICYCLE AND PEDESTRIAN INFRASTRUCTURE

Pedestrian Connections

According to WalkScore.com, the project location enjoyed a high walk score of 85 out of 100 and was assessed to be “very walkable.” Most errands can be accomplished by foot.



Very Walkable
Most errands can be accomplished on foot.

Safe, convenient, and well-lit pedestrian paths will be incorporated in the project design, utilizing the most direct route to the nearest shuttle resources close to the project. Lighting, landscaping, and building orientation will be used to enhance pedestrian safety.

There will also be outdoor patio spaces for the project. These pedestrian spaces can be used for dining or other outdoor pedestrian and recreation activities.

Bicycle Connections and On-street Routes

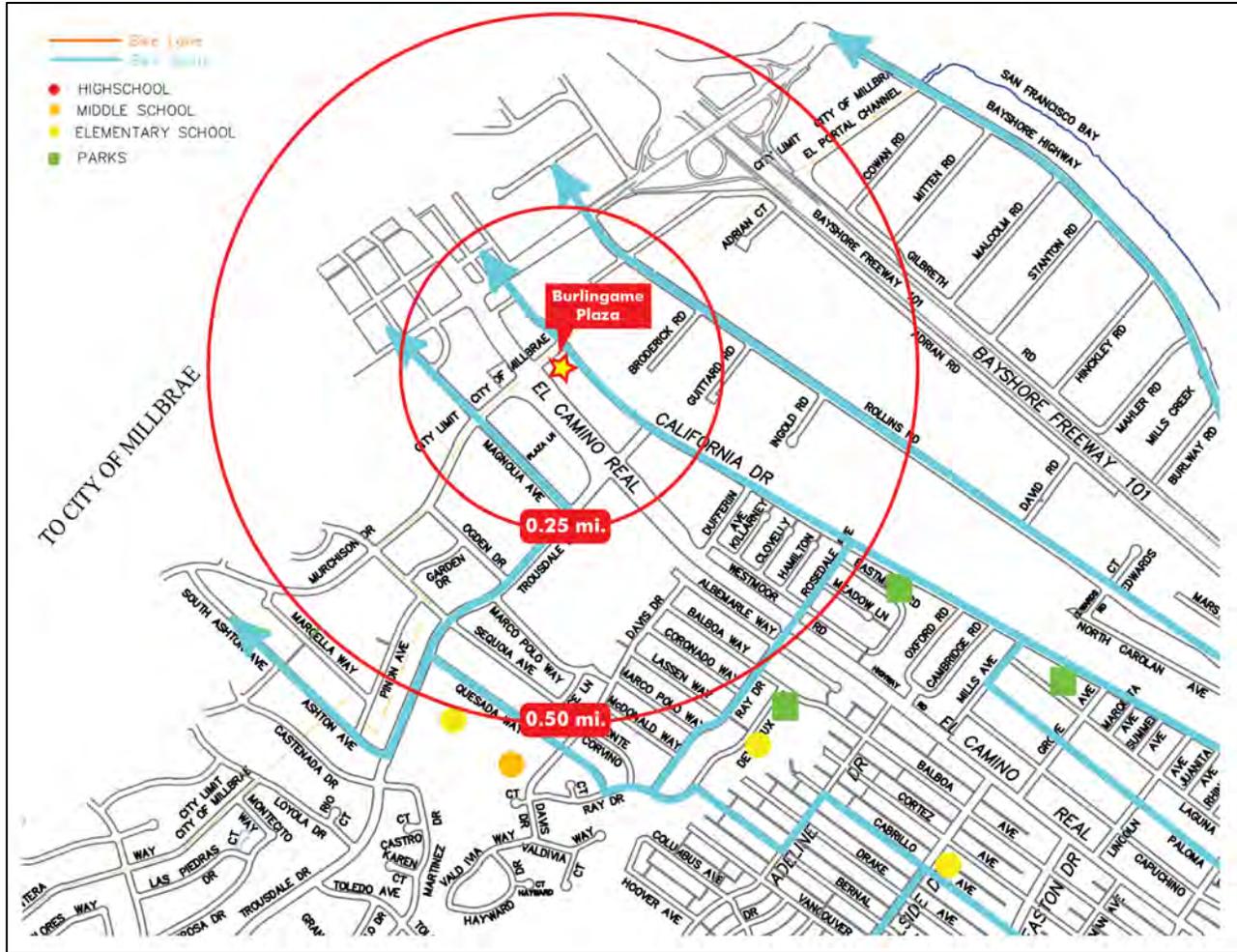
According to WalkScore.com, the project location enjoyed a high walk score of 72 out of 100 and was assessed to be “very bikeable.” Most errands can be accomplished by bike.



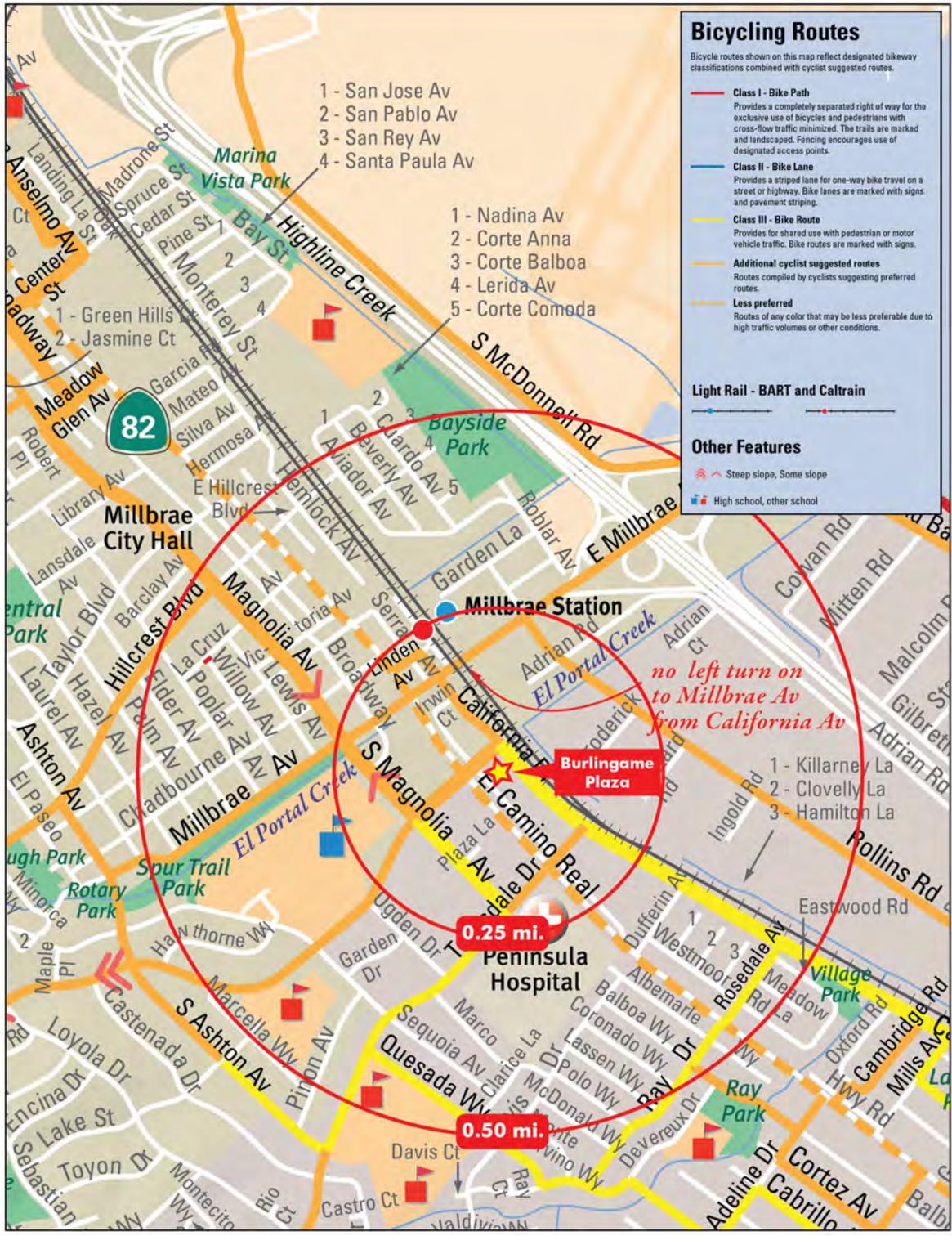
Very Bikeable

Bicycle connections in the City of Burlingame surround the project, including bicycle connections to regional bicycle facilities on California Street. Shown below is a copy of the City of Burlingame’s Bicycle Map, and provided on page 10 is the San Mateo County Bike Map.

City of Burlingame Bike Map



San Mateo County Bike Map



bound

SECTION II – TDM INFRASTRUCTURE AND PHYSICAL MEASURES: RESIDENTIAL

The following physical infrastructure measures are designed to support alternative transportation commuters. These measures are TDM components that currently exist or will be added and installed during the construction of the project.

6.0 PARKING MANAGEMENT

The willingness to participate in and the actual level of, resident ridesharing is directly linked to parking availability, convenience, and parking cost. Other parking features contribute to ridesharing and clean-fuel commuting such as charging stations and motorcycle parking.

Reduced Parking

The applicant proposes to reduce the supply of residential parking, reflecting 20 percent less than the City’s standard code requirement. Reduced or constrained parking supports trip reduction and TDM efforts and discourages single-occupant vehicle (SOV) commuting by limiting an abundance of convenient parking options. Reduced parking availability significantly enhances the use of alternative transportation mode options. The Prime Plaza TDM programs and reduced parking environment meets the City’s North Burlingame Mixed-Use Zone standard.

Required Parking			
	Units	Zoning	Required
1BR	52	1	52
2BR	117	1.5	175.5
Total	169		228
20% TDM Reduction		-20%	-46
Parking Provided			182

Unbundled Parking

Providing parking free of charge encourages higher rates of car ownership and use, which undermines TDM efforts. Unbundled parking separates the cost of a parking space from the lease or rental price of housing. When consumers receive the correct price signal for parking, they are more likely to consider living without a car or a second car. Property managers may also apply revenue from unbundled parking to other TDM strategies such as transit passes, car share, and bike-share membership.²

² TDM Toolkit for Multi-Family Residential Development, City of Sunnyvale, July 2016

Parking Space for Carshare Vehicle

The Prime Plaza may engage Maven or Zipcar to provide car-sharing services for the Prime Plaza community. Car share resources may provide residents access to vehicles for any time use. The project will coordinate with the City to determine if a nearby public parking space that can be dedicated to a Zipcar vehicle.



Electric Vehicle (EV) Plug-in Charging Stations

A total of nine electric vehicle parking facilities will be provided throughout the project across public and residential spaces. These parking spaces may be included with the low-emitting and fuel-efficient vehicle designations. *It should be noted the designed EV parking will induce vehicle trips and are not considered a trip reduction measure.*



7.0 BICYCLE AND PEDESTRIAN AMENITIES

The project will have significant on-site pedestrian and bicycle facilities and connections to local and regional facilities to encourage resident use.

On-site Bicycle Pathways and Wayfinding Signs

The Prime Plaza project will provide bicycle pathways throughout the community. Bicycle wayfinding signs will also help guide cyclists to direct access to public streets and provide safe routes for internal travel on the residential community (to the clubhouse, BBQ area, fitness center, bike repair station, etc.).



Bicycle Parking

A total of 169 bicycle parking facilities will be installed for residents at the Prime Plaza.

Bicycle Parking – Long-term (Class I)

Each residential unit at Prime Plaza will have one Class I covered and secure bicycle parking facility space. In some cases, bike parking may be located within a vertical storage locker under a stairwell.



One-hundred sixty secure bike parking facilities will be available for residents in a secure, caged area within of the garage.

Bicycle Parking – Short-Term (Class II)

The project will provide nine Class II short-term secure bicycle parking facilities (racks) for resident commuters, visitors, and guests at the community.



Prime Plaza Bikeshare Program



The Prime Plaza project will provide an on-site resident bikeshare program. The project will include three on-site bicycles for local errands and short-term use.

Resident bikeshare bikes will be in a storage room near the leasing office and will require a registration process to be handled by the property manager.

On-Bicycle Fixit Station for Residents

Prime Plaza will install a Bicycle Fixit Repair Station in the bike storage room in the garage. The Bicycle Fixit repair station will provide residents use of do-it-yourself bike repair tools. Below is an example of bicycle repair tools.



Enhanced Pedestrian Pathways

A pedestrian circulation system is planned to encourage pedestrian travel to facilities within the project. The system also links residents to the sidewalk and adjacent uses surrounding the project. Enhanced pedestrian features will include wayfinding signage and colored or textured pavement to designate protected walkways.

Residents will be able to walk a block to get to nearby parks and retail shops. The plan includes sidewalks and "green-courts" to encourage walking. Street trees will be planted to create a positive, comfortable, pedestrian environment.



Pedestrian amenities include wide sidewalks with fully accessible curb ramps at driveway crossings and delineated crosswalks. The walkways will be lit from above. The streetscape design reinforces the

urban identity of the Prime Plaza project and establishes a pedestrian environment. The pedestrian circulation element within the building clusters is designed to be as accessible as possible.



A consistent and well-designed palette of street furniture will be utilized within the community. The intent is to provide a unified, functional, and visually appealing array of elements including pedestrian and vehicular street lights, benches, and trash receptacles.



Public Plaza
Feature seatwall

8.0 SUPPORTING ON-SITE AMENITIES

Transportation Kiosk

A transportation information board or kiosk will be provided in common gathering areas (e.g., lobby, resident entrance, clubhouse) of the main building. The kiosks will contain transportation information for commuter programs, including the bus and shuttle schedules, bicycle maps, and ride-matching.

TransitScreen integrated systems track public transportation, shuttles, scooters, and bikes, or Uber and Lyft, to ensure residents know exactly where to be, and when to be there, all in one place, all in real-time. TransitScreen can also incorporate any private shuttles or commuter bus if it's set up with GPS. Note that the display doesn't have to be dedicated for Transit Screen. Transit Screen content can rotate into other information and communications for residents. The image below shows a sample of transportation information on a TransitScreen.



TransitScreen

<p>Caltrain</p> <p>Mountain View 18 min walk</p> <p>Bullet San Jose Diridon 1, 61 min</p> <p>LTD San Jose Diridon 10, 57 min</p>	<p>VTA</p> <p>El Camino Real & Castro (WB) 2 min walk</p> <p>522 Rapid Palo Alto 4, 26 min</p> <p>22 Palo Alto 6, 22 min</p> <p>52 Foothill College 15, 48 min</p> <p>El Camino Real & Castro (EB) 2 min walk</p> <p>22 Eastridge 9, 20 min</p> <p>522 Rapid Eastridge 11, 18 min</p>	<p>ELAN MOUNTAIN VIEW</p> <p>7:48 am</p> <p>Tue, December 11</p> <p>Now 46° Foggy</p> <p>9 am 48° Partly Cloudy</p> <p>10 am 49° Partly Cloudy</p>
<p>VTA</p> <p>Mountain View Station 16 min walk</p> <p>902 Winchester Outbound 5, 19 min</p> <p>902 Mountain View Inbound 8, 19 min</p>	<p>Ridein</p> <p>Mountain View Caltrain 16 min walk</p> <p>184 MV to SV AM 5 min</p>	<p>Download TransitScreen GO app. Then enter code: q 7 9 y</p>
<p>VTA</p> <p>Castro & El Camino Real (SB) 1 min walk</p> <p>81 Eb Truman & Bryant 14, 39 min</p> <p>Castro & El Camino Real (NB) 1 min walk</p> <p>81 Wb Moffett Field - Nasa Ames 25, 49 min</p>	<p>Uber</p> <p>UberXL 1.9x 10 min away</p> <p>Black 1.9x 13 min away</p> <p>UberX 1.9x 6 min away</p>	

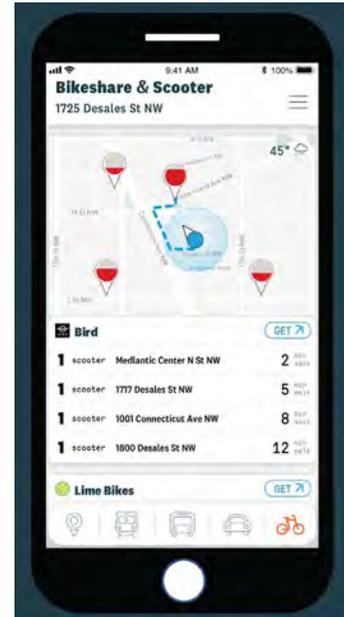
Feedback? Contact support@transitscreen.com and let us know!

TRANSIT SCREEN

A mobile app version (sample shown at right) of the TransitScreen may also be incorporated with this program to assist residents with their commuter planning needs. Another alternative could be a wall-mounted or floor-standing kiosk containing physical bike maps, train schedule, shuttle flyers, and other rideshare materials.

On-site Project Amenities

Significant on-site amenities will provide residents with a full-service living environment. Eliminating or reducing the need for an automobile to make midday trips decreases drive-alone rates. Many times, residents perceive that they are dependent upon the drive-alone mode because of the number of errands and activities that must be carried out in different locations. By reducing this dependence through the provision of services and facilities at the worksite or residence, an increase in alternative mode usage for commute-based trips should be realized. The project offers residents many convenient amenities. A sample list of on-site amenities for the project includes:



- Recreational spaces, BBQ, picnic and patio areas
- Clubhouse, and pools and spas
- Class I bicycle facilities
- Transit and shuttle access
- Transportation and commute kiosk
- Commute resource website
- Transportation Coordinator (TC)
- Work areas, meeting rooms
- Hardwired infrastructure for Broadband and WiFi
- Comprehensive fitness facilities and fitness classes



Nearby Amenities

In addition to on-site resources, there are several nearby retail amenities to serve the residents of the project. These nearby amenities may coffee house, restaurants, café, retail outlets, and banking kiosk/ATM, etc.

Restaurants, Cafes/Delis, Coffee, and Bakeries	Phone #	Distance Away
 Nothing Bundt Cakes 140 S El Camino Real, Millbrae, CA	650-552-9625	0.10 mile
 Taikosho Japanese Bistro 102 S El Camino Real, Millbrae, CA	650-204-4217	0.20 mile
 Chipotle Mexican Grill 135 S El Camino Real, Millbrae, CA	650-259-9301	0.20 mile
Retail	Phone #	Distance Away
 Wi Line 110 S El Camino Real, Millbrae, CA	650-552-9533	0.20 mile
 Walgreens 45 S El Camino Real, Millbrae, CA	650-697-3970	0.20 mile
Health, Beauty & Fitness	Phone #	Distance Away
 Skinlastiq Medical Laser Cosmetic Spa 1838 El Camino Real #130, Burlingame, CA	650-542-7055	328 ft.
 Nest Dental 1860 El Camino Real #305, Burlingame, CA	650-692-5600	0.20 mile
 United Dental Group Inc 1840 El Camino Real, Burlingame, CA	650-777-9195	0.20 mile
Services	Phone #	Distance Away
 Block Advisors 130 S El Camino Real, Millbrae, CA	650-697-7225	0.20 mile
 Western Union 45 S El Camino Real, Millbrae, CA	650-697-3970	0.20 mile
Entertainment/Recreation	Phone #	Distance Away
 Arthur Murray Dance Studio 120 S El Camino Real #7, Millbrae, CA	650-259-7976	0.20 mile
Banks & ATM	Phone #	Distance Away
 HSBC Bank 39 S El Camino Real, Millbrae, CA	650-692-0189	0.20 mile
 Chase Bank 10 S El Camino Real, Millbrae, CA	650-69-0682	0.20 mile
 First Republic Bank 139 S El Camino Real, Millbrae, CA	650-692-6880	0.20 mile
 Union Bank 1887 El Camino Real, Burlingame, CA	650-697-3454	0.20 mile

SECTION III – PROGRAMMATIC TDM MEASURES AND RESOURCES: RESIDENTIAL

The following section describes programmatic measures for the Prime Plaza Residential Commute Program. These measures are TDM components that will be required for the project as part of its occupancy agreements, and that represent promotions and outreach activities.

A traffic calculation (using ITE 10th Edition sources) identifies an estimated 130 peak-hour trips (58 AM and 71 PM) from the residential use. The goals are to reduce these trips by 25 percent and reduce parking demand. To achieve a reduction in peak-hour trips, the project's commuter program will implement transit subsidy credits, resident outreach and engagement, commuter promotions, and ridematching resources.

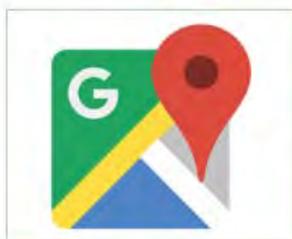
9.0 TRANSIT RESOURCES

Transit Subsidy Credits

For the first three years of operations, the project will offer all residents a \$25 monthly transit subsidy (up to \$300 per year to each of the one bedroom unit and up to \$600 per year to each of the two bedroom unit) for the resident's first year of occupancy. Subsidies will be credited to residents via a reimbursement process with proof of purchase and receipts. The resident dashboard will incorporate a program with property management to manage the program. This transit subsidy program is a one-year resident incentive.

Transit Trip Planning

Online transit trip planning services are a useful tool for planning public transit trips.



Google Maps

Compare driving, transit, biking, and walking. [Visit Website](#)

Category: *Multi-Purpose*



Google has also collaborated with select regional transit agencies to provide a public transit planner for riders of SamTrans, AC Transit, and BART. This free service can be found online at www.google.com/transit.



Waze

A community based mapping, traffic, and navigation app. Use Waze to outsmart traffic, save time, gas money, and improve daily commuting. [Visit Website](#)

Category: *Traffic*



10.0 COMMUTE PROGRAM MANAGEMENT AND RESIDENT OUTREACH

An active project Transportation Coordinator (TC) and involved property management will generate positive impacts on the success of the TDM goals and elements.

Viewed as a big-picture process, it is essential that the residents see how both they and the community benefit (e.g., better air quality and less traffic congestion on the highways and in the surrounding neighborhoods, less parking hassle, cost savings for residents, etc.). Synergistic measures that support these efforts include a transportation kiosk, resident flyers, resource websites, promotional programs and incentives, marketing events, and outreach.

Transportation Coordinator /Resident Marketing and Outreach

Before occupancy, the Prime Plaza project will identify a Transportation Coordinator (TC) who will have the primary responsibility for implementing alternative commute programs and the elements outlined in this Plan. The TC will be responsible for; providing commute program assistance to residents, producing on-site transportation fairs and promotional events, collaborating with transit and rideshare organizations, conducting the annual survey and producing the annual summary report. Commute industry data supports the notion that a TC has a very positive impact on increasing and maintaining alternative mode use. This position will be performed by a Property Manager as named by the applicant.

The TC will provide the following services:

- Promote trip reduction and air quality strategies to residents at the project site.
- Be the primary point of contact for residents who wish to commute using an alternative.
- Host Bicycle Safety Classes in coordination with Commute.org.
- Conduct annual resident surveys and provide reports to the City of Burlingame, including commute patterns, mode splits and TDM program success (process includes yearly surveying of residents, tabulation of data and provision of results in report format).

- Evaluate survey results for alternative transportation potential and changes to the current program.
- Catalog all existing incentives that encourage residents to utilize alternative transportation programs.
- Work with local agencies such as Caltrain, SamTrans, 511 Rideshare, and the Bay Area Air Quality Management District (BAAQMD) and the Commute.org. Post informational materials on transportation kiosks in common areas, as well as disperse alternative program information to residents via posters, flyers, banners, community newsletter, new resident packets, etc.
- Participate in the BAAQMD Spare the Air program. Spare the Air day notices will be forwarded to residents to discourage driving alone to work.
- Coordinate and manage various aspects of the plan that require periodic updating or monitoring materials and transit schedule updates in the kiosk.
- As needed, the applicant or property management will provide Prime Plaza TDM (and commute) program training and commute program start-up assistance for residents. A TDM resource representative or consultant can provide resident training, planning assistance, and annual monitoring and survey reporting.
- Offer transit pass reimbursement credits to residents and property management employees who work on-site.



The applicant will provide TC staffing and resident outreach and training for commute programs and management.

New Resident Transportation Survey

At the time of occupancy, all new occupants will be asked to complete a short online survey to gauge their transportation needs and commute preferences. This quick survey will also connect the occupant with transit resources, bicycle route maps, and 511.org or Scoop ride-matching sources. This survey also acts as an early opportunity to educate residents about resources and benefits.

New Resident Transportation and Commute Flyer

At the time of occupancy, all residents will be provided with a Resident Transportation flyer and Fact Sheet regarding the Prime Plaza Commute Program. This flyer will include (but not be limited to) information about transit options, transit subsidy reimbursement credits, commuter resources, and bicycle routes. Shown on page 23 is a sample resident transportation flyer.

Resident Lease Language

The applicant may include lease language or side agreements that identify the goals of the commuter program and purpose of sustainable efforts of the project. The information will outline programs such as transit subsidy reimbursement credits and the annual commuter survey.

Sample resident lease language may read as follows:

Tenant is encouraged to participate in residential commuter programs and alternative transportation options. Tenant understands that such programs are intended to reduce vehicle traffic generated by the Prime Plaza project. Residents are encouraged to use public transportation and ridesharing, the transit subsidies program, the free emergency ride home program, and participate in an annual commuter survey.

SAMPLE FLIER

Burlingame Plaza Resident Transportation

Community Amenities

- Resident **SamTrans SmartPass** program
- Transit trip planner at <http://www.511.org/>
- Carpool ride-matching at <http://rideshare.511.org/>
- Complimentary on-site campus Bicycle Rentals – check out a bike in the clubhouse
- On-site Bicycle Lounge and Repair Station – located between Buildings 713 and 723
- Bike route planner and maps at <http://bicycling.511.org/>
- Transportation brochures, transit schedules and resources in the clubhouse
- **Carshare with Zipcar** – register as a Burlingame Plaza resident and receive a free one-year membership
- Burlingame Plaza Coordinator – BurlingamePlaza.Commuter@gmail.com

Rideshare Incentives

511 provides incentives and rewards residents who try other means of commuting than driving alone. Participants earn prizes and cash incentives when they use a rideshare alternative, including:

- carpooling
- bicycling
- walking
- vanpooling
- mass transit (public bus, light-rail and/or commuter rail)

Parking Policy

Resident parking at Burlingame Plaza requires a permit. Obtain a parking permit in the clubhouse. Vehicles without permits will be subject to citation or towing.

Contact Property Management or visit the clubhouse for more information.

Free Campus Bike Rental

Take a bike ride along the bike paths or into town for lunch. Register in the clubhouse to use the free Burlingame Plaza bikes for a car-free ride. Bikes are located at the resident amenities room.



Bicycle Parking Room

Do you need a place to store your bicycle? There are several bicycle rooms for resident use. Obtain access information in the clubhouse.



Bicycle Lounge & Repair Resources

Pump up a tire, tighten a nut, or use the other tools available at the on-site bike repair station. This bike repair stand is located at the amenities room. There is no cost to use these tools.

Bikes on SamTrans Buses

All **SamTrans** buses have bike racks that can accommodate up to three bikes at a time. There is no extra charge or special permit required to use the bike racks. Bike racks are available on a first-come, first-served basis. Bikes are not allowed inside the buses at any time.



Project Commute Website and Resources

A comprehensive transportation and commute information website and social media page will be developed for project residents. The website and social media page will contain additional transportation information, resources, and links, including promotions, incentives, Bay Area Spare the Air notices, transit schedules, 511 ride-matching, and other related information. A mock social media page, showing a sample of resident commute program information is shown below.

Mock Social Media Webpage

Burlingame Plaza

418 people like this
Tammy Teurn

130 people have checked in here

Opens in 23 minutes - 8:00AM - 7:00PM
Get additional info

Invite friends to like this page

3.8 of 5 stars - 11 reviews
View Reviews

ABOUT

1870 El Camino Real #100
Burlingame, CA 94010

(408) XXX-XXXX

Closed Now
Today 8:00AM - 7:00PM

Ask for Burlingame Plaza's price range

http://www.BurlingamePlaza.com

Burlingame Plaza
17 hrs

Learn about alternative transportation this Saturday in the clubhouse. Everyone who stops by gets a free entry in the BIG BIKE GIVEAWAY! Did I mention donuts?!

BURLINGAME PLAZA
TRANSPORTATION MEETING

You are invited to the Burlingame Plaza Transportation Meeting.

Residents will learn about free transit passes, commuter cash, and the emergency ride home from work program.

Come join us for donuts!

Saturday, June 1, 2019
9:30 - 11 a.m.
at the
Burlingame Plaza Clubhouse

Contact the Commute Coordinator or visit the clubhouse for more transportation information.

Follow us on Facebook:
www.facebook.com/BurlingamePlaza/

11.0 RIDE-MATCHING RESOURCES

Regional Rideshare Program

Carpooling and vanpooling will be strongly encouraged at the project. The 511 Rideshare program provides individuals with a computerized list of other commuters near their employment and residential ZIP code, along with the closest cross street, phone number and hours commuters are available to commute to and from work. Individuals are then able to select and contact others with whom they wish to match for a ride. The prospective carpooler will also be given a list of existing carpools and vanpools from their residential area that they may be able to join should vacancies exist. The online Commute.org and 511 resources will be promoted to residents.

Commute.org also offers a carpool 2.0 incentive program.³ Residents who carpool and earn a \$100 carpool incentive. Below is a Carpool 2.0 Incentive flyer.

Carpool Advantages for Residents

- Enjoy a travel companion to and from work
- Share commute costs with other passengers
- Utilize most HOV lanes with 2 or 3 passengers
- Take advantage of preferential parking at many employer sites
- Reduce commute time and stress

The screenshot shows the Commute.org website. At the top, there is a navigation bar with the logo and four icons: 'Plan a trip', 'Get Rewarded', 'Shuttles', and 'Resources'. Below the navigation bar is a green banner with the text 'Plan a trip'. Underneath is a section titled 'Commute Alternatives' with a sub-header 'Find Your Match!'. This section contains text about matchlist databases and lists two links: '511 Ridematch Tool for Bay Area Commuters' and 'Commute.org's Ridematch Trip Planner for San Mateo County Commuters'. At the bottom of the screenshot, there is a green button labeled 'Casual Carpooling'.

³ <http://www.commute.org/get-rewarded/apply-for-carpool-incentives>



Carpoolers = \$100*
Get Rewarded at Commute.org

JOIN TODAY AND START CARPOOLING!

C/CAG Carpool 2.0 Rewards Program The Carpool 2.0 program rewards all forms of carpooling, from matching with your co-workers to using carpool apps to find carpool partners. Carpool 2.0 aims to increase local carpool ridership during peak travel periods, therefore reducing single occupancy vehicles, traffic congestion, greenhouse gas (GHG) emissions and the need for parking within San Mateo County. By carpooling, commuters can save time, money, and the environment.

How Does Carpool 2.0 Work? Carpoolers will receive up to **\$100** in e-gift cards and get to choose from over 70 retailers and charities! When carpool trips are tracked through the STAR Commute Tracker app or by connecting a Scoop or Waze Carpool account to a STAR account (my.commute.org) to auto-track carpool trips, commuters can unlock rewards. For every 10 carpool days tracked, commuters can claim a \$25 e-gift card reward, up to 4 times. Carpool commutes must start or end in San Mateo County to qualify for this reward.

How Do I Receive My Reward? In the Commuter Tracker app or STAR desktop (my.commute.org). Click 'Join Program' under rewards. After every 10 carpool days tracked, click 'Claim' to request reward. Once request is approved, an email will be sent to access reward.

The Program Is Live on STAR! Carpool 2.0 rewards are available now on STAR (my.commute.org)



Other Ridematching Resources

511 is working with private ride-matching companies to provide commuters with alternative ridematching resources. A sample of ridematching apps include the following:

	<p>Scoop Scoop matches riders and drivers for rides during commute hours. Download Scoop with the promo code SCOOPME05.</p>
 Carpool Rider	<p>Waze Carpool Rider With Waze Carpool, you can select who will drive you and the price you will pay for the ride. Download Waze Carpool with the promo code 511Waze.</p>
 Carpool Driver	<p>Waze Carpool Driver Use the Waze app to be a carpool driver and earn money for trips you are already making. You can select who you pick up and also adjust what you charge for rides. The most you can earn is the IRS mileage reimbursement rate, but many drivers reduce their fees to find riders and get reduced bridge tolls, use HOV lanes, use express lanes toll free and share parking costs. Download Waze with the promo code 511Waze.</p>
	<p>511 RideMatch Service If you want to carpool on a regular basis and have a fairly reliable daily schedule, the 511 Ridematch Service has over 60,000 people in its database available for matching. There are no built-in fees, so riders and drivers work out the details the old-fashioned way without an app. Register here or access your existing account.</p>

Ridematching Events

In coordination with the property management, the Prime Plaza project will host a periodic on-site ridematching event (e.g., carpool party) to connect residents with other commuters at the community for carpooling to work. These events will be promoted via resident newsletters, postcard reminders, and posters in the common areas of the project, as well as on the website and social media page.

As a member of the Spare the Air program, the Prime Plaza project can participate in a hosted carpool party funded by the Air District. The Carpool Now program provides the event invitations, manages the RSVPs, provides a free catered lunch, offers carpool tips to attendees, and helps match riders into carpools.

12.0 COMMUTER PROMOTIONAL PROGRAMS

Throughout the year, as appropriate, the project TC will maintain resident awareness by hosting periodic transportation fairs. As weekend events, these informal fairs will highlight transit and trip-planning services, rideshare matching and other commute opportunities at the new site. The transportation fairs will bring together transit and transportation providers (Caltrain and SamTrans), bicycle advocates, ride-matching organizations, and the Prime Plaza Commute Program.

Periodic rideshare articles or emails will be written by the project TC for internal resident newsletters (if desired), with ongoing highlights of alternative commuters and their successes. Internal company notices and incentive promotions should attract the attention of residents, generate excitement about the use of commute alternatives, and reward those who rideshare.

The project TC will register with the BAAQMD for the Spare the Air program to receive regional air quality forecast bulletins about poor and unhealthy air quality days. These direct e-mail updates will be forwarded to all residents to encourage the use of alternative transit modes during peak advisory periods.

Spare the Air Transportation Fair

The project may host a commuter transportation event or fair. In addition to the Prime Plaza Commute Program, other transportation service providers (Caltrain, SamTrans, BART, Commute.org, and Bicycle Coalition) will be invited to set up exhibit booths/tables. To encourage resident participation in the event, the Prime Plaza may provide food (e.g., BBQ or popcorn, cookies, ice cream, and prize drawings or give-aways (e.g., commuter mugs, water bottles, t-shirts, etc.).

BURLINGAME PLAZA
COMMUTER FAIR

Participating Organizations:

- SamTrans
- Caltrain
- Bay Area Air Quality Management District
- SITI Regional Rideshare Program
- Commuter Check Direct
- Emergency Ride Home Program (Lyft / Uber)
- EV ChargePoint
- Beeline Bikes - Mobile Repair Service
- Enterprise Rideshare Vanpools
- Burlingame Plaza Commute Program

WHO : ALL Employees

WHAT : Transportation & Rideshare Fair

WHERE : 1870 El Camino Real #100

WHEN : Wednesday, May 29, 2019
11:30 a.m. to 1:00 p.m.

- FREE Commuter Resources
- FREE Ridematching for Carpools & Vanpools
- FREE Emergency Ride Home Information
- FREE Bicycle Lockers
- RESERVED Carpool Parking Permits

YOU ARE INVITED!



Transportation Promotions

Other community promotions may include Bike-to-Work Day, Earth Day, or October Low-Car Challenge. During the year, transit and rideshare organizations may be invited to set up a marketing booth during an evening or weekend time and at a central location on-site to promote the alternative commute options available to residents. Periodic on-site tabling will occur throughout the year in concert with other local or community events (e.g., resident appreciation BBQ or brunch).



13.0 BICYCLE RESOURCES

Bicycle commuters looking to find a riding partner can log on to bicycling.511.org/ for more information. The 511 system provides significant resources for bicycle commuters, including:

- ◆ Free Bike Buddy matching
- ◆ Bicycle maps
- ◆ Safe bicycle route mapping
- ◆ Location of public bike lockers
- ◆ How to take your bike on public transit
- ◆ How to take your bike across Bay Area toll bridges
- ◆ How to ride safely in traffic
- ◆ Tips on commuting
- ◆ Tips for bike selection
- ◆ Links to bicycle organizations
- ◆ Bike to Work Day



Commute.org

Plan a trip | Get Rewarded | Shuttles | Resources

Bicycle Safety Classes



Commute.org, in partnership with a nationally certified League Cycling Instructor (LCI), offers free bicycle safety workshops at employer sites across San Mateo County. They can be tailored to 60 or 90 minutes, and most employers schedule them during lunchtime.

The workshop covers important safety information for motorists and cyclists alike, including a San Mateo County bike map, safe cycling booklet, and other helpful resources and tools for bicyclists. Commute.org can also provide marketing assistance to get the word out to employees.

To request a workshop and/or more information, contact your Programs Representative.

511 SF Bay | Wherever you're going, start here

Home / Biking / Commute by Bike

Commute by Bike : Work

Work | School



Bicycling can be a fun, dependable and virtually free mode of transportation. Bicycling also burns 300 to 500 calories an hour, so you can commute and stay fit at the same time.

Once you discover the freedom, convenience and fitness benefits of biking to work, you'll wonder why you didn't start riding sooner. If your work place is too far to bike, consider riding to transit stations or Park & Ride lots. Enjoy the ride!

14.0 OTHER TDM MANAGEMENT STRATEGIES

Additional marketing efforts will be made to engage nearby employees, prospective residents, and new residents.

Early Access Rental Promotions for Nearby Employees

Before the public grand opening of the Prime Plaza project, employers within a three-mile radius will be invited to share housing information with their employees and present early tour and promotion of the facilities. Employees working at these nearby offices will be allowed initial rental of units. Within a three-mile radius, there are many large employers and office communities that will be easily accessible by walking, bicycling, or e-biking from the Prime Plaza project. Below is a sample list of nearby employment sites.

Sample List of Nearby Employment Sites

Large Employers	Distance	# of Employees
Tata America International Corporation 700 Airport Blvd Suite 100, Burlingame, CA 94010	2.60 miles	10,000+
Redwood Debris Box Service 350 Lang Road, Burlingame, CA 94010-2003	3.60 miles	1,000 - 4,999
Mills-Peninsula Medical Center 1501 Trousdale Drive, Burlingame, CA 94010	0.50 miles	1,000 - 4,999
Tangent 191 Airport Boulevard, Burlingame, CA 94010	3.60 miles	100 – 500
Mike Harvey Acura 200 California Dr, Burlingame, CA 94010	2.70 miles	100 - 500
Putnam Chevrolet 198 California Drive, Burlingame, CA 94010	2.70 miles	100 – 500
Lyra Health 287 Lorton Avenue, Burlingame, CA 94010	2.60 miles	100 – 500
Burlingame City Hall 501 Primrose Road, Burlingame, CA 94010	2.50 miles	100 – 500

Ruby Ribbon 856 Mitten Road, Suite 104, Burlingame, CA 94010	1.40 miles	100 – 500
Speedmark Transportation 1525 Adrian Road, Burlingame, CA 94010	1.40 miles	500 – 1,000
JSI Logistics 1535B Rollins Road, Burlingame, CA 94010	1.30 miles	500 – 1,000
Guittard Chocolate Company 10 Guittard Road, Burlingame, CA 94010	0.90 miles	100 – 500

15.0 TMA PARTICIPATION

Transportation Management Association

Transportation Management Associations (TMAs) are typically private; nonprofit organizations that establish policies, programs, and services to address local transportation problems. They help businesses, developers, building owners, local government representatives, and others work together to solve mobility issues collectively. The key to a successful TMA lies in the synergism of multiple groups banding together to address and accomplish more than any single employer, building operator, developer, or resident could do alone.

In the City of Burlingame, Commute.org (formerly the Peninsula Traffic Congestion Relief Alliance) operates as a TMA organization. Commute.org provides:

- Shuttle programs
- Carpool and vanpool matching
- Parking management programs
- Trial transit passes
- Guaranteed ride home programs
- Enhanced bicycle facilities
- Car and vanpool incentives
- Transit advocacy
- Information on local issues
- Teleworking
- Training
- Marketing programs
- Promotional assistance
- Newsletter

Participating in Commute.org is an asset for project residents. Commute.org is a clearinghouse for information about alternative commute programs, incentives, and transportation projects affecting San Mateo County businesses.

Commute programs and benefits should be presented to the residents comprehensively and proactively, along with other resident programs. Examples include new tenant orientation

forums, lunch and learn presentations, resident newsletters, management bulletins, e-mails, and related activities.

In the event the City of Burlingame establishes a TMA that addresses explicitly commuter and transportation in the area, the project will become a member of the City's TMA.

Commute.org Residential Resources

Commute.org is available to help property managers develop or enhance their commuter programs. The goal is to encourage residents to make smart transportation choices. Programs Representatives are available - at no cost - to aid residents with all Commute.org (and 511.org) programs.

Below is a list of comprehensive program services and resources available from Commute.org for property managers at the project.

The screenshot shows the Commute.org website. At the top left is the logo "Commute.org". To its right are four navigation buttons: "Plan a trip" (with a carpooling icon), "Get Rewarded" (with a credit card icon), "Shuttles" (with a bus icon), and "Resources" (with a group of people icon). Below the navigation is a dark grey banner with the word "Resources" in white. Underneath the banner is a paragraph of text: "Commute.org is here to help employers and property managers develop commuter programs to encourage employees and tenants to make smart transportation choices: carpooling; vanpooling; taking a bus, train, shuttle or ferry; biking; and walking." Below this text are two green buttons with white text: "» Programs Representatives Contact List" and "» Free Services for Employers". Under the "Free Services for Employers" button is a list of ten services, each preceded by a green right-pointing triangle: "Employee commute program consultation", "Employee transportation coordinator (ETC) training", "Free commuter resource kiosks", "Regional and local commuter-related ordinance support", "Company relocation commute assistance", "Employee commute surveys", "On-site bicycle safety education", "Bicycle parking rebate program", "Telework program-building", and "Customized marketing materials". Below the list are four more green buttons with white text: "» Vanpool Programs", "» Carpool Advantages for Employers", "» Carpool Advantages for Employees", and "» Bicycle Parking Reimbursement Program".

Commute.org

Plan a trip | Get Rewarded | Shuttles | **Resources**

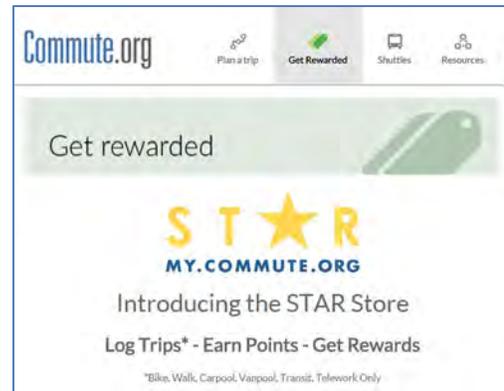
Resources

Commute.org is here to help employers and property managers develop commuter programs to encourage employees and tenants to make smart transportation choices: carpooling; vanpooling; taking a bus, train, shuttle or ferry; biking; and walking.

- » Programs Representatives Contact List
- » Free Services for Employers
 - ▶ Employee commute program consultation
 - ▶ Employee transportation coordinator (ETC) training
 - ▶ Free commuter resource kiosks
 - ▶ Regional and local commuter-related ordinance support
 - ▶ Company relocation commute assistance
 - ▶ Employee commute surveys
 - ▶ On-site bicycle safety education
 - ▶ Bicycle parking rebate program
 - ▶ Telework program-building
 - ▶ Customized marketing materials
- » Vanpool Programs
- » Carpool Advantages for Employers
- » Carpool Advantages for Employees
- » Bicycle Parking Reimbursement Program

Guaranteed Ride Home Program

The My.Commute.org STAR program offers residents access to use the free guaranteed ride home (GRH) program. Residents who enroll in the program (who do not drive alone to work) will receive a reimbursement for the cost of an Uber or Lyft ride home. The GRH trip reimbursement provides up to \$60 per ride (for a maximum of four rides per eligible commuter, per year). The GRH program is incorporated in the Commute.org STAR Platform and requires users to be registered in advance to participate in the program.



WHO IS ELIGIBLE FOR A GRH REIMBURSEMENT?

- Must be 18 years or older
- Must work or go to a participating college in San Mateo County
- Used an alternative to driving alone to get to work or college on day GRH is needed
- Must have a STAR account and log trip to work or college on my.commute.org

WHAT TYPES OF EMERGENCIES ARE ELIGIBLE FOR A QUALIFIED GRH TRIP?

- Personal or family illness or emergency
- Home emergency
- Eldercare or daycare emergency
- Bicycle theft or breakdown
- Unforeseen change of work schedule
- Inclement weather (for walkers/bicyclists)
- Carpool partner emergency resulted in loss of ride home

WHAT TYPES OF TRIPS OR REASONS ARE NOT COVERED?

- Transit delays
- Natural disasters
- Personal errands or appointments
- Ride to work
- Using a ride-hailing app (e.g. Uber or Lyft) to work or college is not a qualifying alternative commute mode
- Carpool app provider cannot find a match to get the commuter home
- Non-emergency side trips
- Business related travel
- Transportation to a doctor or hospital resulting from an on-the-job injury (GRH cannot be used to replace an employer's legal responsibility under workers' compensation regulations.)

HOW WILL I GET HOME?

GRH program participants decide how to get home (e.g. taxi, ride-hailing app, transit, or combination).



HOW DO I REQUEST A REIMBURSEMENT?

STAR users can redeem a GRH reimbursement request via the incentives area in their STAR account. Participants must complete questionnaire provided in reimbursement request and provide GRH trip receipt(s) to receive reimbursement.

Reimbursement requests must be submitted within 30 days of GRH trip.

Visit Commute.org and click on the Guaranteed Ride Home button for program rules and limitations.

SECTION V – MONITORING AND REPORTING

16.0 MONITORING AND REPORTING

A comprehensive program of TDM measures and incentives can reduce parking demand, traffic, and air pollution, creating a more sustainable employment environment while freeing up valuable land for higher and better uses. Evaluating the performance and success of the Commute Program, it is essential to ensure TDM measures are implemented and effective. Therefore, the project will monitor, survey, and prepare annual reporting.

Annual Prime Plaza Commute Survey

A resident commute survey will be a critically important part of a monitoring process to determine the success or failure of TDM measures. This electronic survey will be distributed and collected by the property management representative/TC and will provide quantitative data (e.g., mode split) and qualitative data (e.g., the resident perception of the alternative transportation programs). Attempts will be made to survey all adult residents. Prime Plaza will provide raffle prizes and incentives to promote the survey and generate responses.

6. How did you **GET TO WORK LAST WEEK**, (select the **primary** transportation method you used.) **If you were out of the office, please describe your "typical" weekly commute activity.**

Commute Modes	
Monday	
Tuesday	
Wednesday	
Thursday	
Friday	

The dropdown menu for the survey question lists the following commute modes:

- Drove alone to worksite
- Rode as a passenger in a carpool (did not drive)
- Carpooled with an employee/colleague
- Vanpooled (5+ people)
- Rode transit (bus, shuttle, train, etc.)
- Biked to work
- Walked/jogged to work
- Teleworked/worked remotely
- Rode motorcycle/scooter
- Did not work this day

Annual Commute Summary Report

Annually, the summary report based on results from the survey data will be submitted to the City of Burlingame. The initial, or baseline, commute survey report will be conducted one (1) year after occupancy. The survey report will provide information about the level of alternative mode-uses. In the event a 25 percent reduction in peak-hour vehicle trips and reduction in overall parking demand is not met, the project TC will identify a work plan that describes additional or alternative

measures for implementation that will enhance the commute program. This work plan will be included as part of the summary report. Below is a scenario of alternative modes used by residents and their corresponding trips reduced.

Employee Commute Modes	Alt. Mode-use Percent	Estimated Total Residents	Estimated trips reduced
Drove alone rate	66.1%	189	0
Carpooler (driver and/or passenger)	6.9%	30	15
Transit and Shuttle Users	6.5%	28	28
Bicycle	3.0%	13	13
Walker/Pedestrian	1.4%	6	6
Telecommuter	1.8%	8	8
Motorcycle/scooter	0.5%	2	1
Electric/hybrid	2.3%	10	0
Vanpooler	0.0%	0	0
Alternative transportation mode-use rate	22.4%	286	71

Trip Reduction Rate	25%
----------------------------	------------

Peak-Hour Trip Reduction Accounting

No formal traffic assessment was prepared for these projects. However, using Institute of Transportation Engineers (ITE), Trip Generation, 10th Edition (2017) resources, the project estimated the site to generate a total of 12 in and 47 out during the AM peak hour, and 43 in and 28 out during the PM peak hour.

The AM and PM peak hour trips total of 130 peak-hour vehicle trips. Below is the trip generation table, which shows the project’s estimated total peak-hour trips for the AM and PM periods.

Land Use	ITE Code	Size	Unit	Daily Trip Rates	Daily Trips	AM Peak Hour			PM Peak Hour				
						Pk-Hr Rate	Trips		Pk-Hr Rate	Trips			
						In	Out	Total	In	Out	Total		
Multi-family Apartment	221	162	ksf	5.44	881	0.36	12	47	58	0.44	43	28	71
Estimated Total Project Trips					881		12	47	58		43	28	71
Alternative Mode Shift at 25%					25%		25%	25%	25%		25%	25%	25%
Trips Reduced					-220		-3	-12	-15		-11	-7	-18
Maximum Trips after Mode Shift					661		9	35	44		33	21	53

Notes:

- All rates are from: Institute of Transportation Engineers, *Trip Generation, 10th Edition*
2. Land Use Code 221: Apartment (average rates, expressed in trips per dwelling unit)

Selected TDM project measures were assessed using the City/County Association of Governments (C/CAG) of San Mateo County trip credit accounting criteria. The C/CAG trip credit accounting determined that project TDM measures will meet the mitigation requirements for all 130 peak-hour trips. The C/CAG peak-hour accounting summary confirms the project is anticipated to generate non-significant levels of trips on the City's circulation network. The applied TDM components planned for the Prime Plaza project mitigates peak-hour vehicle trips, as shown in the C/CAG accounting summary below.

The C/CAG accounting shown below indicates that 185 peak-hour trips will be mitigated. The C/CAG trip credit accounting also meets the City of Burlingame's intent to provide a completed checklist of trip reduction measures.

Accounting of C/CAG Peak-Hour Trip Credits

TDM Measures	Quantity	Credit Ratio	Trip Credit
Bicycle Parking - long-Term (Class I) (85)			
Bicycle Parking - Short-Term (Class II) (9)			
Total Bicycle Storage	94	0.33	31
Transit Subsidy	15	2	30
On-site transportation kiosk	1	5	5
On-site amenities (fitness room)	1	5	5
Resident bikeshare program	8	0.25	2
TMA Participation (Commute.org)	1	5	5
Guaranteed Emergency Ride Home program	49	2	97
TDM Plan/Transportation Action Plan	1	10	10
Total C/CAG Peak-Hour Trip Credits			185

No Expiration of TDM Document or Programs

All measures in this TDM document will continue to be implemented by the applicant on an ongoing basis. There is no expiration of this plan. Periodic on-site auditing may be conducted by the City of Burlingame to ensure that measures in this plan are implemented.

Penalty for Noncompliance

The project shall prepare an annual TDM report, and submit same to City, to document the effectiveness of the TDM plan in achieving the goal of 25 percent peak-hour trip reduction and parking reduction by employees and residents within the project. The TDM report will be prepared by an independent consultant and paid for by the owner. The TDM consultant will work in concert with the project's TC. The TDM report will include a summary of employee and resident commute methods obtained by a survey of all employees working at the property and resident occupants. All non-responses to the commute survey will be counted as a drive-alone trip.

- **TDM Reports:** The initial TDM report will be submitted one (1) year after the granting of a certificate of occupancy for 75 percent or more of the project and annually after that.
- **Report Requirements:** The goal of the TDM program is to encourage alternative mode usage. The initial TDM report shall either:
 - (1) state that the applicable property has achieved a 25 percent peak-hour trip reduction, providing supporting statistics and analysis to establish attainment of the goal; or
 - (2) state that the applicable property has not achieved the 25 percent trip reduction, explaining how and why the goal has not been reached. It will also include a description of additional measures that will be adopted in the coming year to attain the TDM goal of 25 percent peak-hour trip reduction.
- **Penalty for Non-Compliance:** If the second annual report indicates that, despite the changes in the TDM plan, the 25 percent trip reduction is still not achieved, or if the property fails to submit such a TDM report, the City may assess the applicant a penalty.
 - In determining whether a financial penalty is appropriate, City may consider whether employer/tenant has made a good faith effort to meet the TDM goals and allow the owner a six-month "grace period" to implement additional TDM measures to achieve the 25 percent peak-hour vehicle trip reduction.
 - Any expenses that are expended towards returning to the 25) percent peak-hour reduction may be subtracted from the TDM Penalty.

- The TDM Penalty shall be paid to the City of Burlingame (or future TMA) and used to promote transportation alternatives, to drive-alone vehicle uses in the City.

17.0 CONCLUSION

The Prime Plaza TDM has been developed to meet trip reduction requirements and tenant transportation needs for the project. This TDM Plan identifies specific elements, measures, and actions that guide the project to promote existing resources and programs, enhance future benefits, and create a resident and employee-focused, community-wide commute program. Significant on-site amenities, resident and employee outreach, ongoing marketing and promotions, periodic data collection and assessment, transit subsidy reimbursement program, and a transportation coordinator will create a successful trip reduction program at the Prime Plaza project.

This TDM Plan describes TDM measures that will be integrated at the site to support tenant and retail employee commuting and innovative measures identified for implementation. It outlines the steps necessary (infrastructure, outreach, and promotions) for the property owner and property management to use when marketing to the tenants and residents programs. Periodic program assessments will provide the information needed to demonstrate effectiveness and goal attainment. Performance assessments will also allow the Prime Plaza project to identify alternative or supplemental TDM measures and programs to implement if required.

The project will achieve and maintain a permanent 25 percent reduction in peak-hour vehicle trips. The TDM Plan provides the details of this commitment. Ridesharing strategies are intended to maximize existing transportation resources, support the goals and objectives of City's General Plan, and ultimately expand the reach of the transit system for commuters.

The Prime Plaza TDM Plan meets the minimum standards outlined in the North Burlingame Mixed-Use Zone and justifies the parking reduction request. The Prime Plaza commuter program for residents will achieve the 24 percent trip reduction goal.

The City of Burlingame has a long history of environmental stewardship in maintaining a safe, healthy, and sustainable city. It recognizes the importance of keeping a stable climate system for current and future residents. By balancing these needs with economic growth, the Prime Plaza project will help Burlingame thrive as a community.

ATTACHMENTS

Table of Programmatic Measures

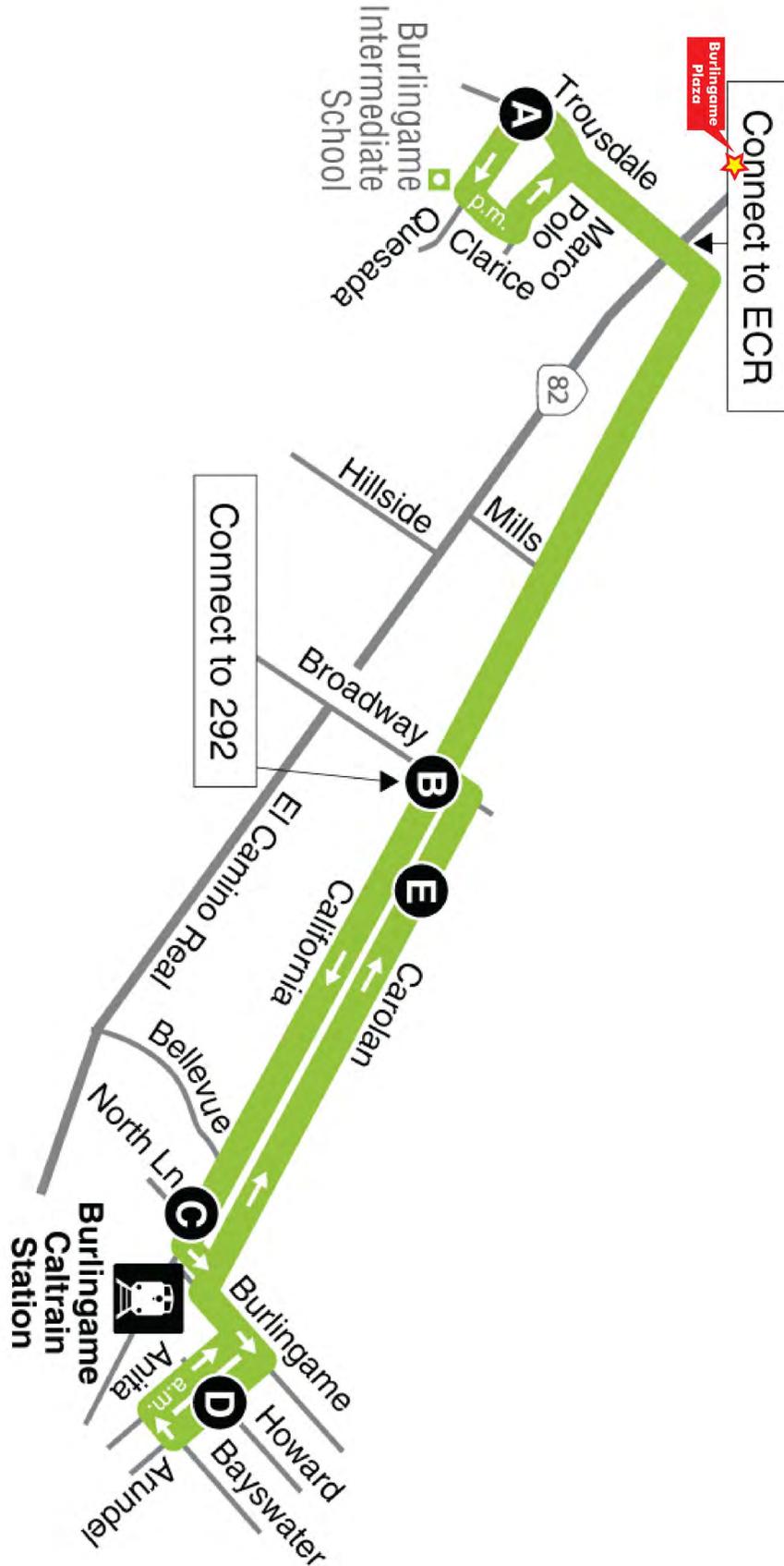
SamTrans Route 46 Map

SamTrans Route 397 Map

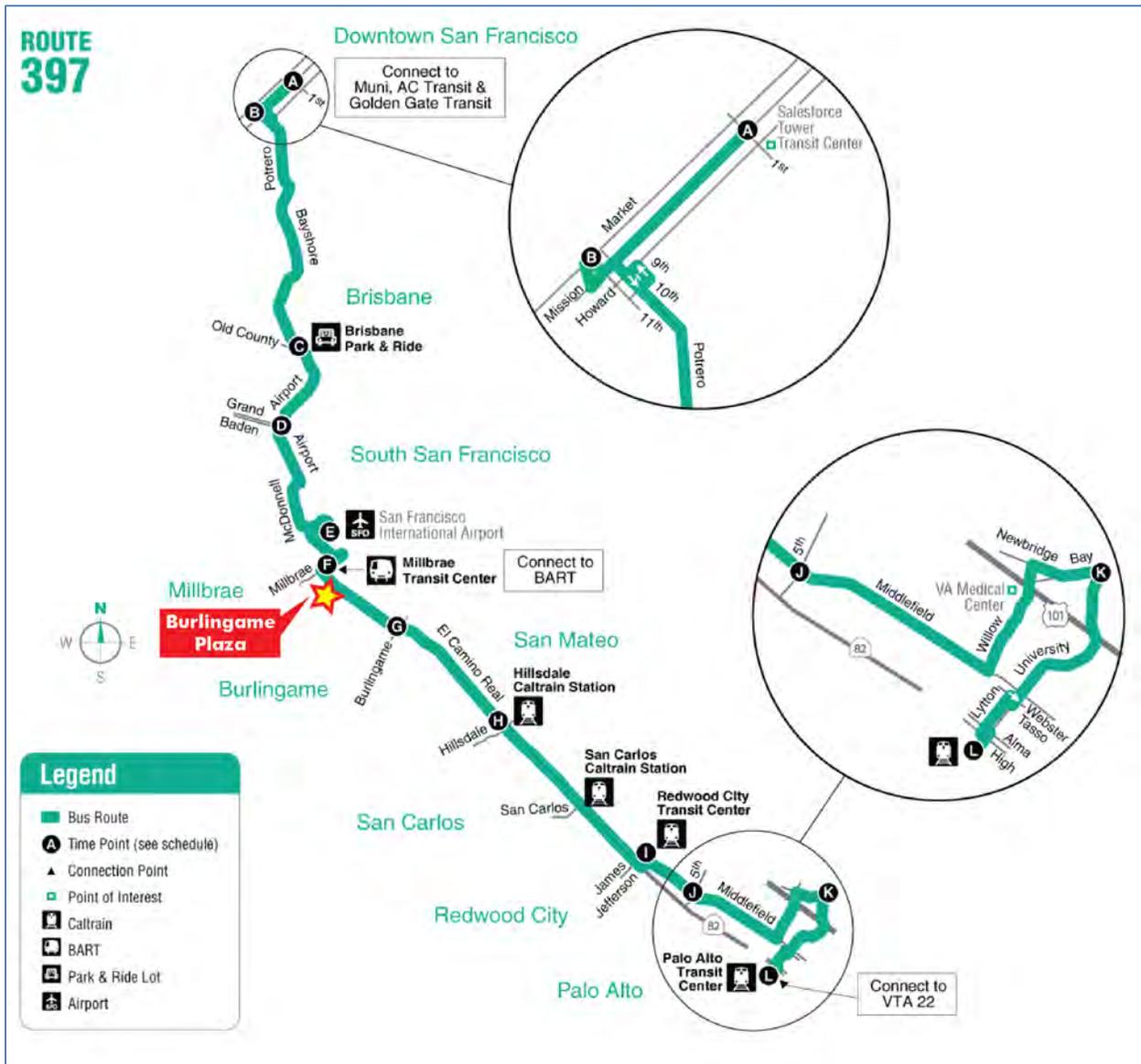
SamTrans Route ECR Map

North Burlingame BART/Caltrain Shuttle Map

SamTrans Route 46 Map



SamTrans Route 397 Map



SamTrans Route ECR Map



ROUTE
ECR

North Burlingame BART/Caltrain Shuttle Map



TDM SPECIALISTS, INC. QUALIFICATIONS



TDM SPECIALISTS, INC.

*A Transportation Demand
Management Company*

We are planners and technical experts focused on development projects and improving employee mobility options. Our Transportation Demand Management (TDM) planning solutions reduce vehicle traffic, parking demand, greenhouse gases, and air pollution impacts. We work successfully with developers, employers, and government agencies to get TDM Plans approved and projects entitled. We also implement and manage on-site commuter programs and achieve required TDM goals.

Our TDM practitioners provide full-service commute and traffic mitigation, sustainable LEED planning, and air quality conformity. Serving as an extension of client staff, we provide a broad range of services to get the job done efficiently while meeting the unique needs of the client and specific jurisdiction.

“We have finished the review of the Draft TDM. First let me say, that was the best TDM I have ever seen! The best by a large margin...a fantastic TDM Plan. Thank you so much.”

Steve Lynch, AICP, Senior Planner, City of Santa Clara, California

Transportation Demand Management

TDM Specialists develop Transportation Demand Management plans, traffic mitigation plans, and sustainable programs that address green commuting, mobility, and constrained parking issues. The purpose of TDM is to promote more efficient utilization of existing transportation facilities, reduce traffic congestion and mobile source emissions, and ensure that projects are designed in ways to maximize the potential for alternative transportation use.

Commute Program Implementation

We have a proven track record of getting employees out of their cars. As projects are built and occupied, TDM Specialists can develop the structure, outreach and promotions necessary to implement and manage employee Commute Programs. The initial start-up, implementation, and ongoing management of the Commute Program are designed to meet TDM or trip reduction objectives and requirements. The overarching goal of a Commute Program is to enhance the quality of life and reduce commute trips for project employees.

Quality of life improvements can enhance employee recruitment, morale and retention, and increase productivity that create positive benefits for businesses.

Sustainable Air Quality and Greenhouse Gas (GHG) Solutions

TDM Specialists successfully implements trip reduction programs tailored to fit the project, and can typically reduce employee trips to the site by 30 percent. This results in reduced drive-alone trips and complies with requirements to reduce project GHG impacts. We coordinate the mechanisms to calculate and report these results to appropriate agencies.

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A Transportation Demand Management Company

Areas of Expertise

Traffic Mitigation

TDM/TSM Mitigation Plans
 TDM Employer Training
 Commute Program Development
 Commute Program Management
 Commute Program Audits
 Commuter Surveys
 Transportation Fairs and Events
 Car Management Strategies
 Shuttle Programs
 TMA Management

Parking Mitigation

Parking Demand Reduction
 Parking Management Strategies
 Parking Constraints Solutions

Entitlement

Project Support
 Strategic Counsel
 Critical Response Support
 Environmental (EIR) Mitigation
 (Air Quality and Transportation)

Sustainability

Greenhouse Gas Emission Reductions
 Supporting LEED Components
 Air Quality Mitigation Plans

TDM Applications

- Office or R&D buildings
- Corporate Headquarters/Campus
- Master Plan projects
- Specific Plans
- Business Parks
- Hospitals/Medical Offices
- Retail/Shopping Centers
- Residential (multi family, single family, hi-rise, etc.)
- Special Events
- Recreation
- Universities and Colleges
- Warehouse and Manufacturing
- Airports and Transit Stations

Development, Property Management and Employer Projects

- Facebook
- Genentech
- NVIDIA
- SAP Labs
- Intel Folsom
- Intel Santa Clara
- Nokia
- Yahoo! Inc.
- NetApp
- VMware
- McClellan Business Park
- Juniper Networks
- Sunnyvale City Center
- Marvell
- Access/Palm Source
- Alexandria Real Estate Equities
- Oyster Point Business Park
- Metro Air Park
- Raley Field
- Moffett Park Business and Transportation Association
- Intuitive Surgical
- The Allen Group
- Spieker Properties
- HCP, Inc.
- Granite Regional Park
- Hyatt Place Hotel – So. San Francisco
- So. San Francisco Business Center
- Masonic Homes of California
- Fairview River Landing
- Donahue Schriber
- BioMed Realty Trust
- Panattoni Development
- Taylor Properties Development Co.
- SKS Investments, LLC
- Shorenstein
- LBA Realty
- Jones Lang LaSalle
- California Farm Bureau
- California Highway Patrol
- Separovich • Domich
- Newell Real Estate Advisors
- LinkedIn
- Menlo Equities, LLC
- TMG Partners
- The Minkoff Group
- Arnell Enterprises, Inc.
- The Pollock Financial Group
- Wolff Enterprises

Municipal & Agency Locations

- Sacramento Area Council of Governments
- California Highway Patrol
- County of Sacramento, Dept. of Human Services
- City of South San Francisco
- City of Mountain View
- City of Santa Clara
- City of Sunnyvale
- State of California, Dept. of General Services
- San Mateo City/County Association of Governments
- City of Union City
- Cal PERS
- Cal STRS
- Ogden City, UT
- City of Brisbane
- Grand Rapids Interurban Transit, MI
- City of Citrus Heights
- University of California San Diego West Campus
- Sacramento County International Airport

Biotech, Pharmaceutical and Hospital Projects

- Genentech
- Amgen
- Rigel
- Takeda
- Onyx Pharmaceutical
- University of California San Diego, East Campus Medical Center
- Sutter Medical Center, Sacramento
- Mercy General Hospital
- Mercy San Juan Medical Center
- Enloe Medical Center
- Intuitive Surgical
- Blood Source
- Eclipsys, MA
- Counsyl, Inc.
- Theravance, Inc.